



THE LONDON LEGAL WALK

17 JUNE 2019

Supported by



The Law Society

The
London
Legal
Support Trust

Thank you for signing up to the London Legal Walk 2019

The London Legal Walk is a 10km after-work walk starting on Carey Street behind the Royal Courts of Justice. In 2018 13,000 walkers took part, raising a wonderful £830k to support the provision of free legal advice in London and the South East.



With your help we will make this year's walk the most successful yet!

YOUR ROLE AS TEAM ORGANISER

The Fundraising

While the walk is a fun event and it is great to gather thousands of lawyers and their colleagues together, the aim of the event is to raise vital funds for access to justice. Thanks to you, we are able to support over 100 organisations that offer free legal advice every year. You can find our top fundraising tips below.

As the team organiser we rely on you to communicate with your team mates. We don't e-mail them directly so please do forward on our weekly newsletters.

Upon registration we sent you a link to your fundraising page. Please make sure all team members have that link and ask them to share it with friends, family and colleagues.

Please let your team members know they can

download the offline sponsorship form [HERE](#), for anyone who would prefer to donate in person rather than online.

If you work in an organisation that would consider match funding could you please ask them if they will support your walk efforts.

IT REALLY DOES MAKE A HUGE DIFFERENCE – OVER £100k WAS RAISED THROUGH MATCHED FUNDING IN 2018

Keeping us up to date

Please keep us updated with your team numbers (we record these for insurance purposes). If you have any additions or drop outs from your team please email us so we can update both your fundraising page and our records. Just email signups@llst.org.uk

ON THE DAY

Registration opens from 4:00pm on Carey Street and will remain open until 7pm. As the team organiser we request that you, or a nominated member of your team, come to sign in your team. You will be given maps and drinks tokens so that each member of your team can claim a complimentary drink after the walk as a thank you from us.



Team photos

After registering, your team can have a photograph taken by one of our professional photographers. Team photos will take place between 16:15 and 18:30. There isn't a booking system - just queue up.

The Route

In order to reduce congestion on the pavements we have 2 available routes. Each route is 10km and takes approximately 2-3 hours to complete. To ease congestion on pavements please walk 2 abreast, rather than in a big group. You are welcome to choose whichever route you wish. You do not need to tell us in advance which route you would like to take, we will have equal numbers of maps available at the registration desk on walk day. Your team doesn't need to walk the same route or start at the same time. You can see the route maps on our website.

What do I need on the walk?

Comfortable clothing and footwear. Please check the weather forecast in advance - we have been very lucky in previous years with glorious sunshine so don't forget sun screen (or waterproofs). We encourage teams to have a 'dress down' day at work on Walk day. There is a water station outside the Law Society and a water stop inside the parks. Please be aware that this is first come first served so please have extra bottles to hand. Remember some cash for the raffle!

Cloakroom

There is a cloakroom inside the Law Society. We recommend leaving any large items such as laptops locked in your office or at home. As cloakrooms can get very busy we suggest just bringing a small bag you can take with you on the walk.

After the walk

You are invited to join the **street party** on Carey Street. The Knights Templar will have an outdoor bar where you can exchange your drinks tokens for a complimentary beer, wine or soft drink.

Food is available at the street party from a variety of outdoor vendors catering to all dietary needs. You can find the list of food vendors [on our website](#). Please be aware that some vendors are only able to accept cash payments.

The street party closes at 10pm so make sure you arrive back in good time to enjoy a drink whilst watching the fire jugglers in action.



In the Law Society

The Law Society building on Chancery Lane is given over to the walk for the evening. There are bars where you can redeem your drinks token and buy additional drinks. Jazz band "Permission to Appeal" will be entertaining walkers.

FAQs

Can I bring my pet?

Feel free to bring your dog (or other pets!) for the walk; the route is dog-friendly. Let us know your pet's name and we will add them to your fundraising page - dogs often get better sponsorship than their humans. There will be a "pooch party" at the end in Bell Yard where there will be water and treats for your pet.

Can a colleague / child / friend join?

Yes, the more the merrier! Please just send us an email with their names and we will add them to your fundraising page for you, and update our website. Make sure they have the [offline sponsorship form](#) so they can start fundraising.

[For a full list of FAQ's please click here.](#)

Top fundraising tips

1. Tell the story

If people know why you're walking, they're more likely to sponsor you – so use your fundraising page, emails, and #WhyWeWalk to let them know all about LLST, why you've chosen to fundraise for us, and what it means to you. You can find out more about the work that we do and who is supported by your fundraising [here](#).

2. Use social media

Promoting your fundraising page on Facebook, Twitter and LinkedIn can make a big difference to donations. Please tag us using @londonlegal for #legalwalk so we can retweet, comment, and support your efforts!



3. Remember Gift Aid and get 25% added to your fundraising for free

If people give cash or cheque donations and fill in the details on the sponsorship form (or donate online and tick the box). Please ensure that when completing the form donors use their **full home address**.

4. Break it down

Set a fundraising target and then break it down in to smaller daily targets and you'll see it mount up quickly .

5. Fundraising events

A bake sale or quiz night is a great way to get people together and supporting your efforts (and you might get more team mates to boot). Previously teams have also held football or netball tournaments, work or hosted dinners. One team managed to raise £500 with a workplace swear jar! There are lots of possibilities – how are getting sponsored to 'cut it out', and raise money by giving up a bad habit?

We are encouraging teams to hold a dress down day in their office on walk day. Walkers wear your walking gear! This is an ideal way to help your team raise extra funds, spread the word about the walk and your efforts, involve everyone in your office, and get you in the mood for fun!

If you are struggling for inspiration please get in touch, and we will be more than happy to help!



Thank you